

Message Text

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PAGE 01 CARACA 03753 142042Z
ACTION ARA-10

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E.O. 11652: N/A
TAGS: BEXP; VE
SUBJECT: FY-1979 EVENT SCHEDULE

REF: USDOC 05655

(1) MOST ATTRACTIVE EXHIBITION POSSIBILITIES FOR FY-79, BASED
ON OUR ANALYSIS OF EXISTING MARKET RESEARCH, BEST PROSPECT,
AND GOV FUTURE DEVELOPMENT PLANS ARE AS FOLLOWS, IN RANK ORDER:

(A) CONSTRUCTION MATERIALS AND EQUIPMENT JUNE 1979

(B) MEDICAL EQUIPMENT MARCH/APRIL 1979 (OR
EARLIER IN FISCAL 1979)

(C) AGRICULTURAL MACHINERY (AGRIBUSINESS) SEPTEMBER 1979

(D) CHEMICAL/PETROCHEMICAL PRODUCTION
EQUIPMENT, PROCESSES, AND RAW MATERIALS APRIL 1979

(E) LABORATORY INSTRUMENTS EARLY FISCAL '79

(F) POLLUTION CONTROL LATE FISCAL 1979

(2) IT MIGHT BE USEFUL TO EXPAND THE THEMATIC CONTENT OF THE
CONSTRUCTION EXHIBITION TO INCLUDE MINING AND MATERIALS HANDLING
EQUIPMENT, AS WELL AS INDUSTRIALIZED CONSTRUCTION METHODS, PREFAB
HOUSING, ETC. SEE FY-78 COUNTRY COMMERCIAL PROGRAM CONTAINED
CARACAS 1581, AND MARKET STUDY PREFAB HOUSING, CARACAS A-23 OF
FEBRUARY 1977. THE CHEMICAL/PETROCHEMICAL EXHIBITION THEME COULD
INCLUDE PUMPS, VALVES, COMPRESSORS AND PROCESS CONTROL INSTRU-
MENTATION ON THE EQUIPMENT SIDE, PLUS CHEMICAL RAW MATERIAL INPUTS
AND THE SALE OF PROCESS LICENSES AND TECHNOLOGY TO THE STATE-OWNED
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CORPORATIONS AND THE PRIVATE-SECTOR FINISHED CHEMICAL PRODUCERS.
VIABILITY OF THIS THEME OF COURSE WILL DEPEND ON THE RESOLUTION OF
THE PROBLEMS CONFRONTING THE GOVERNMENT-OWNED PETROCHEMICAL CORPO-
RATION. IF NOT SCHEDULED AS EXHIBIT, COULD BE PROGRAMMED AS TECHNI-
CAL SALES SEMINAR ON PROCESS LICENSING. THE AGRICULTURAL MACHINERY
EXHIBITION SHOULD BE EXPANDED TO COMPREHEND AGRIBUSINESS IN GENERAL
AND SHOULD INCLUDE LAND LEVELING EQUIPMENT FOR IRRIGATION PROJECTS,

IRRIGATION EQUIPMENT, AND THAT PORTION OF FOOD PROCESSING EQUIPMENT WHICH IS INSTALLED AT THE FARM OR REGIONAL PROCESSING CENTER, SUCH AS SORTING, GRADING, WEIGHING, AND TREATING EQUIPMENT FOR COFFEE, SUGAR CANE, GRAINS, COTTON, TOBACCO, FRESH VEGETABLES, POULTRY, ETC.

(3) CONTACT THIS WEEK WITH AGRICULTURAL EQUIPMENT DEALERS REVEALED THAT ALTHOUGH THE GOV CONTINUES TO REGULATE THE PRICES LOCAL DEALERS MAY CHARGE FOR IMPORTED TRACTORS, THE PRICE CONTROL DISPUTE HAS SUBSIDED CONSIDERABLY, AND UNDER CURRENT CIRCUMSTANCES, MAJOR LOCAL AGRICULTURAL EQUIPMENT AND MACHINERY DEALERS COULD BE EXPECTED TO SUPPORT AN EXHIBITION. THE MARKET FOR IMPORTS OF AGRICULTURAL EQUIPMENT AND MACHINERY CONTINUES TO BE STRONG. THE MARKET IS IN FACT SO STRONG THAT ONE DEALER SUGGESTED UNLESS U.S. MANUFACTURERS' DELIVERY SCHEDULES IMPROVED SIGNIFICANTLY, THERE MIGHT NOT BE STOCK TO EXHIBIT. ASSUMING THAT THE JOHN DEERE LIGHT TRACTOR ASSEMBLY OPERATION PROJECT IS ON STREAM AT THE TIME THE EXHIBITION IS MOUNTED, IT WILL BE NECESSARY TO DIRECT RECRUITING EFFORTS AT EXHIBITORS WHO SPECIALIZE IN THE MANUFACTURE OF LARGE TRACTORS, AND OTHER TYPES OF AGRICULTURAL PRODUCTION, AND FIRST-STAGE FOOD AND FEED PROCESSING EQUIPMENT.

(4) MARKET RESEARCH REQUIREMENTS DURING FY-78 TO SUPPORT THE ABOVE PRINCIPAL AND ALTERNATE THEMES SHOULD INCLUDE THE FOLLOWING:

(A) UP-DATE JANUARY 1976 CONSTRUCTION MACHINERY/BUILDING PRODUCTS RESEARCH AND EXPAND TO INCLUDE MINING AND MATERIALS HANDLING EQUIPMENT, INDUSTRIALIZED CONSTRUCTION METHODS. TO BE PREPARED BY CONTRACTOR.

(B) CONTRACT FOR COMPLETELY NEW RESEARCH ON PROCESS CONTROL TO SUBSTITUTE FOR APRIL 1974 REPORT, BOTH TO SUPPORT CHEMICAL/ PETROCHEMICAL EXHIBITION, AND POSSIBLE FY-80 EXHIBITION
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ON THIS THEME.

(C) PREPARE INHOUSE RESEARCH REPORTS TO BRING AUGUST 1974 FOOD PROCESSING AND SEPTEMBER 1974 AGRICULTURAL MACHINERY RESEARCH UP TO DATE IN SUPPORT OF THE AGRIBUSINESS EXHIBITION.

(D) CONTRACT FOR LABORATORY INSTRUMENTS MARKET RESEARCH TO REPLACE MARCH 1975 REPORT.

(E) CONTRACT FOR POLLUTION CONTROL MARKET RESEARCH TO REPLACE JANUARY 1975 REPORT.

(F) PREPARE INHOUSE UP-DATE OF DECEMBER 1976 PETROCHEMICAL/ CHEMICAL REPORT.

IN EFFECT, POST IS REQUESTING AUTHORIZATION FOR THREE FULL MARKET RESEARCH CONTRACTS, PLUS ONE UP-DATE, WHILE AGREEING TO PREPARE THREE INHOUSE VERSIONS OF EXISTING RESEARCH.
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Message Attributes

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